

#FASHION & BEAUTY

House of Ahmed Lounge: Co-designing space launched in Banani

House of Ahmed has launched their co-design studio, House of Ahmed Lounge, where consumers can co-create their outfits and can be a part of the design journey.

The luxury brand founded by the husband-and-wife duo of Ahmed Tuhin Reza and Tanzila Elma, is a premium sustainable clothing designer brand that promotes works of local artisans.

"We have created this co-design studio, which we call our creative lounge, where clients can come up with their own ideas for outfits. This is the first of its kind place in Bangladesh where you can come up with your own ideas and design, sit with a design team and co-create your own outfit. Our main purpose is to make our customers part of our creative process," said Tanzila Elma, co-founder, House of Ahmed.

Consumers usually get to see the final product on the shelf, and for ethnic dresses like kameez suits, and also marvel at the intricate beautiful handwoven pieces and embroidery crafted onto dresses and saris by our local artisans. There is rarely any chance for consumers to be involved with the creative and design process, this is more so in case of premium luxury lines, be it the bridal or party wear.

This is where the House of Ahmed Lounge will provide their customers opportunity to fully incorporate themselves in the creative process by ensuring an improved design experience by taking the entire process of getting one's dress to the next level through their co-design studio. For any fashionista, the chance to be involved with the design team of House of Ahmed and witnessing the master craftsmanship of its artisans that will result in their dream outfit is a wonderfully unique opportunity.

"The journey was not easy but we have worked really hard to make it happen. I left my corporate job, so did Elma who choose to be a mother and we have two beautiful sons. We founded House of Ahmed together and worked really hard to make this brand number one in the high-end niche market, and in this lounge is the creative zone where you can come and design your own outfits," said co-founder, Ahmed Tuhin Reza.

Latest collections from House of Ahmed were showcased in a runway fashion show during the inauguration. Jewellery partner of the event was Amisheeé, beauty partner was Gala Makeover Studio by Navin Ahmed and food and beverage partners were Tina's Flavour Factory, Revival Tea, and Arabika.

By Feda Al Hossain
Photo: House of Ahmed

Essentials:

House of Ahmed Lounge address: Level 5, House 44, Block E, road number 12, Banani Dhaka.

House of Ahmed Facebook Page: <https://www.facebook.com/houseofahmedbd>

House of Ahmed Instagram: <https://www.instagram.com/houseofahmedbd/>

